



## ambassador profile and our guidance

The success or failure of our franchise network relies on our people. The following describes the professional and personal qualities that we feel you will need to successfully integrate into our network and ensure your success as part of the blue glue network.

### ❖ Professional qualities :

- You -or the person managing the shop, do not need to have any particular experience in swimwear to join us, but we need you to have proven experience in the field of commerce, more specifically a strong retail and customer service background, and as a rule, should have the right feel for Fashion.
- You should feel perfectly aligned with our brand, and be able to fully commit to it. You should be a good team player, and be comfortable with contributing to the development of the network as a whole, not just your own sales outlet. By sharing your experiences and information with all our franchisees, we can drive continuous improvement in all aspects of the business such as selling, advertising and brand awareness.
- You should feel comfortable with the network's standards, terms and conditions, although a franchisee needs autonomy and entrepreneurial skills, you will need to follow a certain code of conduct and abide by the norms of the network. Successful franchise networks require initiative, but they rely on a collective dynamic which reinforces the franchisor's standards.

#### ❖ **Personal qualities:**

- A fun and convivial working disposition
- Passion for the product, affinity with the brand
- Dedication to the project
- Good relationships with people, polite, positive.

#### ❖ **Financial profile**

- A Blue Glue Concept Store will cost you an average of 30.000 €, plus a Franchise Fee of 10.000 €. This includes the layout & decoration of your shop, and complete stock
- You will also need to evaluate your launching costs: rental, renovation (wall, floors, windows, electrical, heating system, Air Condition, etc.), salaries, advertising, etc. during the starting period.
- For information: the average capital involved in other fashion related franchises is 74.000 € so a Blue Glue franchise offers great value for money.

#### **Our word :**

Franchise networks help you grow faster, as they have been developed from a strong business model and clear processes. Franchisees need only to embrace the business principles and get on with making a profit!